

The TRUTH

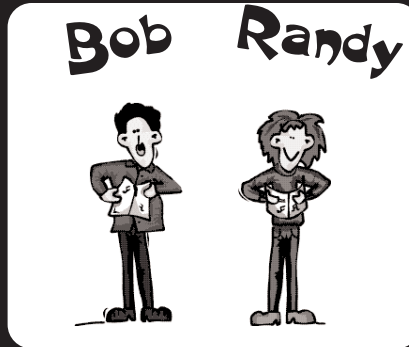
TELEVISION
STORY BOARDS

CLIENT Harmons
TITLE Bob & Randy

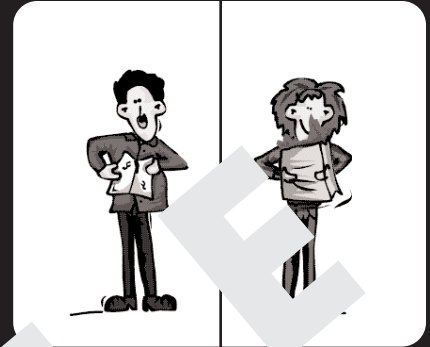
TIME :30
PAGE 1



ALAN: Everybody knows about Harmons. But who are Harmons?
Close-up shot of Alan.



ALAN: Well, Bob has light hair. Randy's hair is dark. *Bob/Randy standing together drawn names*



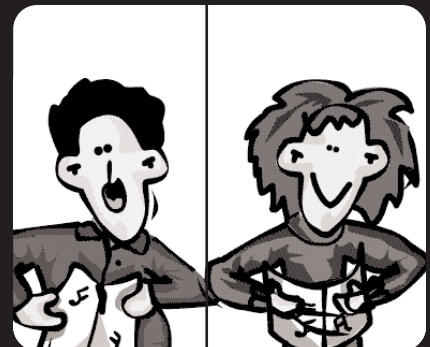
ALAN: Bob's a good stocker. Randy's a good bagger. *Shot of Bob's stocker & Randy bagging.*



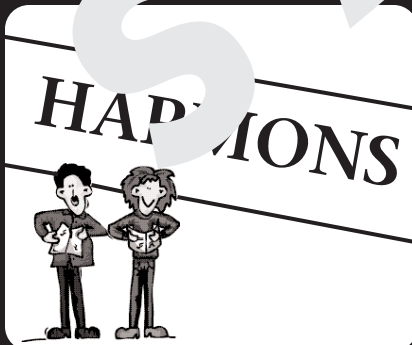
ALAN: Bob likes to shake hands. Randy prefers hugs. *Bob shakes hand & Randy gives a hug.*



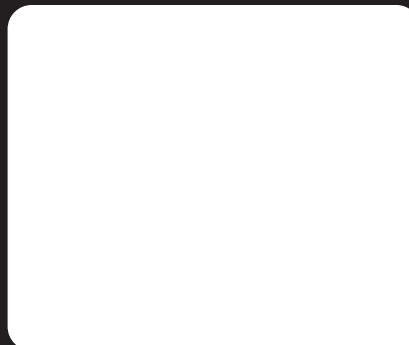
ALAN: Of course, they both like dogs. And Bob likes to say...*Cut to shot of bakery department.*



BOB: Hi neighbor.
ALAN: Where Randy likes to say...
RANDY: Thanks, and we hope to see you again soon.



SONG EXIT.



The TRUTH

RADIO SCRIPT

TIME	60 SECONDS
DATE	DECEMBER 5, 2003
CLIENT	UTAH DEPT. OF HEALTH
SPOT NAME	"PAM'S STORY"

MALE ANNCR:

The truth is, not all smokers die from smoking. Some just suffer. Meet Pam Laffin, age 28.

PAM:

I started smoking when I was 10 but I didn't get sick until I was 21. Doctors told me I had chronic asthma and bronchitis. I tried to quit, but I couldn't. I was hooked. In fact, I couldn't quit smoking until after I got emphysema and needed a lung transplant. In 1995, I had the transplant, but my body keeps rejecting it so I have to take a lot of medication. Side effects are excessive weight gain, bone disease, swelling of the face and neck, and embarrassing hair growth to name a few.

ANNCR:

The truth about smoking is, it's seriously hazardous to your health. And the younger you start, the more harmful it is. For more information, call 1-888-567-TRUTH.

PAM:

I'd never preach or tell anyone what to do. I just want people to know how smoking has destroyed my life... before it destroys theirs.